

Curriculum Vitae

BRIAN MCKENZIE

DEPT. OF MARKETING & ENTREPRENEURSHIP
COLLEGE OF BUSINESS AND ECONOMICS
CALIFORNIA STATE UNIVERSITY, EAST BAY

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MARCH 1, 2012

DEGREES AND DIPLOMAS

<i>Degree Granted</i>	<i>Field</i>	<i>Institution</i>	<i>Date</i>
Ph.D.	Inter-disciplinary	University of Victoria	2003
MBA	Entrepreneurship	University of Victoria	1997
Certificate of Qualification	Boat-building	B.C. Ministry of Advanced Education, Training & Technology	1990
Bachelor of Arts	English Literature	University of British Columbia	1974

POSITIONS HELD

<i>Position</i>	<i>Company or Institution</i>	<i>Dates</i>
Associate Professor	California State University, East Bay	Current
Assistant Professor	California State University, East Bay	2003-2009
Visiting Lecturer	University of Victoria	1997 - 2001
Visiting Instructor	Worcester Polytechnic Institute	1999 - 2001
Technical Writer/Journalist	Brian McKenzie Inc.	1991 - 1997
President & Manager	Brian McKenzie Boatbuilding Inc.	1982 - 1997
President	Molly's Spice Shop Ltd.	1971 - 1981
Full time student	University of British Columbia	1966 - 1970

MAJOR FIELDS OF SCHOLARLY OR PROFESSIONAL INTEREST

Summary:

Entrepreneurship, Entrepreneurship Education, Oral History, Transfer of Knowledge, Strategy, Small Business Management, Marketing, Environmental Marketing, Boat-building & Naval Architecture.

Detail:

As a successful entrepreneur, my mission is to explore and to help others discover the fulfillment of starting and growing new business ventures. One way in which the advancement of entrepreneurship in society can be accomplished is through development of better techniques of education. This requires the identification of the pedagogues and learning skills that enable both students of all ages to move towards economic independence.

MEMBERSHIPS IN LEARNED AND PROFESSIONAL SOCIETIES

- Academy of Management
- California Faculty Association
- Institute of Management Consultants
- Journal of Small Business Strategy Review Board
- North American Case Research Association
- Oral History Association
- Small Business Institute
- United States Association of Small Business and Entrepreneurship

SCHOLARSHIPS, FELLOWSHIPS, HONORS AND AWARDS

- University Honours Medallion, *California State University, East Bay*, March 11, 2010
- Distinguished Research Award, *Academy of Entrepreneurship*, April 9, 2009
- Sabbatical Leave Award 2009-2010, *California State University, East Bay* April 2, 2009
- Marvin Remmich Outstanding Faculty Award for Teaching 2007-2008, *California State University, East Bay*, May 30, 2008
- Distinguished Research Award, *Academy of Entrepreneurship*, April 13, 2007
- Distinguished Research Award, *Academy of Entrepreneurship*, October 20, 2006
- Scholarship to attend Fondazione IRI Summer School in Management Studies: Individual and Corporate Entrepreneurship in High-Tech Industries, International School for Advanced Education, Volterra, Italy, June 11-16, 2006
- 2006 Summer Research Grant, *California State University, East Bay College of Business and Economics*
- Honorary Member, *Golden Key International Honour Society*
- Best Reviewer Award, *Individual Entrepreneurship Division at United States Association for Small Business and Entrepreneurship (USASBE)*, 2006.
- Who's Who in America 2004 - 2012
- International Who's Who of Professional Educators 2004-2005
- Teacher-Scholar Award, *California State University, East Bay* 2004-2005
- Entrepreneurship Theory and Practice Best Conceptual Paper Award, *United States Association of Small Business and Entrepreneurship (USASBE)* 2004
- Sam M. Walton Free Enterprise Fellowship, *Students In Free Enterprise* 2003-2005
- New Faculty Support Grant, Research, Scholarship and Creative Activity, *California State University, Hayward* 2003-2004
- Finalist, 2003 Dissertation Award *National Federation of Independent Business – Entrepreneurship Theory and Practice*
- Model Undergraduate Program Award, *US Association of Small Business and Entrepreneurship (USASBE)* 2000.
- Innovations in Pedagogy Award, *Academy of Management Entrepreneurship Division*, 1999.
- Award of Merit *Enterprise Edge '99*, 1999.
- Finalist, *Acadia Institute of Case Studies: Case Study Competition*, 1998.

APPOINTMENTS AT CALIFORNIA STATE UNIVERSITY, EAST BAY

Inclusive Years	Rank	College
Current	Associate Professor	Business & Economics
2003-2009	Assistant Professor	Business & Economics

APPOINTMENTS AT UNIVERSITY OF VICTORIA

Inclusive Years	Rank	Faculty
2000-2001	Visiting Lecturer	Business
1999-2000	Visiting Instructor	Business
1998-1999	Research Associate	Business
1997-1998	Sessional Instructor	Business

APPOINTMENTS AT WORCESTER POLYTECHNIC INSTITUTE

Inclusive Years	Rank	Department
2000-2001	Adjunct Faculty	Management
1999-2000	Visiting Instructor	Management

SCHOLARLY AND PROFESSIONAL ACHIEVEMENTS

a. Refereed Journal Articles

- **McKenzie, B.** (2011) "Study of Oral Narrative Provides Preliminary Evidence of Entrepreneurs' Use of Story Telling" *Journal of Management Policy and Practice* 12(2)
- **McKenzie, B.,** Sud, M. (2009) "Prolegomena to a New Ecological Perspective in Entrepreneurship" *Academy of Entrepreneurship Journal* 15 (1) 43-60
- **McKenzie, B.** (2009) "Investigation Of The Dynamic Of Entrepreneurial Change" *International Review of Business Research Papers* 5 (5) 365-372
- **McKenzie, B.,** Sud, M. (2008) "A Hermeneutical Approach to Understanding Entrepreneurial Failure" *Academy of Entrepreneurship Journal* 14 (2) 123-148
- **McKenzie, B.,** Soares, Eric (2007) "A Model for Environmental Marketing" *Review of Business Research* Volume 7 (3), October, 206-214.
- **McKenzie, B.,** Polat, B. (2007) "Two Approaches to the Development of an Ethics-based Curriculum in an American University" *The Journal of Learning in Higher Education* Volume 3 (1). Spring, 65-71.
- **McKenzie, B.,** Ugbah, S., Smothers, N. (2007) "'Who is an Entrepreneur?' Is It Still The Wrong Question?" *Academy of Entrepreneurship Journal* Volume 13 (1) 23-43.
- **McKenzie, B.,** Lee, C.K. (2007) "Report of an Experiment in the Development of a Constructivist Curriculum in Environmental Marketing" *Business Education Digest* 18 May, 17-28.
- **McKenzie, B.** (2005) "Collecting Oral Histories for Entrepreneurship Research" *New England Journal of Entrepreneurship* 8 (1) 37-48.
- Mitchell, R. K.; Smith, J. B.; Morse, E. A.; Seawright, K. W.; Peredo, A. M.; **McKenzie B.** (2002) "Are Entrepreneurial Cognitions Universal? Assessing Entrepreneurial Cognitions across Cultures." *Entrepreneurship Theory and Practice* 26 (4): 9-32.

b. Refereed Proceedings

- **McKenzie, B.** (2009) "Investigation Of The Dynamic Of Entrepreneurial Change" *2009 Annual London Conference on Money, Economy and Management*, London, UK
- **McKenzie, B.,** Sud, M (2009) "Prolegomena to a New Ecological Perspective in Entrepreneurship" *Allied Academies Spring 2009 International Conference*, New Orleans, LA.
- **McKenzie, B.,** (2009) "Entrepreneurs Storytelling: Preliminary Evidence of Entrepreneurs' Use of Oral Narrative" *Advances in Marketing 2009, Proceedings of the Annual Meeting of the Association of Collegiate Marketing Educators*, Oklahoma City, OK
- **McKenzie, B.,** Sud, M (2008) "Prolegomena to a New Ecological Perspective in Entrepreneurship" *Proceedings of 2008 Academic Business World International Conference*, Nashville, TN
- **McKenzie, B.** (2007) "An Investigation of the Effect of Aging on Entrepreneurship through Analysis of Oral Histories of Self-Identified Entrepreneurs" *Proceedings of the 2007 International Council for Small Business Conference*, Turku Finland.
- **McKenzie, B.,** Sud, M. (2007) "A Hermeneutical Approach to Understanding Entrepreneurial Failure" *Allied Academies Spring 2007 International Conference*, Jacksonville, FL.
- **McKenzie, B.** (2007) "Empirical Evidence of Family Embeddedness in Entrepreneurship through Analysis of Oral Histories of Self-identified Entrepreneurs" *Proceedings of the 2007 USASBE Conference*, Orlando, FL.
- **McKenzie, B.** (2006) "Who is an Entrepreneur? Is it still the wrong question?" *Allied Academies Fall 2006 International Conference*, Reno, NV.
- **McKenzie, B.,** Soares, Eric (2005) "Environmental Marketing: A Theoretical Model" *Proceedings of the International Academy of Business and Economics 2005 Annual Conference*, Las Vegas, NV.
- **McKenzie, B.** (2005) "Epistemology in Entrepreneurship Research: A New Vision in the 21st Century" *Proceedings of the 2005 Academy of Management Meeting*, Honolulu, HI.
- **McKenzie, B.** (2005) "The Role of the Researcher in Creating Corporate Narrative" *Proceedings of the 2005 International Council for Small Business Conference*, Washington, DC.
- **McKenzie, B.** (2005) "Entrepreneurs' Storytelling: Preliminary Evidence of Entrepreneurs' Use of Oral Narrative" *Proceedings of the 2005 USASBE Conference*, Indian Wells, CA.
- **McKenzie B.** (2004) "Harvesting CJB" *Session Proceedings - North American Case Research Association 2004 Annual Meeting*, Sedona, AZ.
- **McKenzie B.** (2004) "Collecting Oral Histories for Entrepreneurship Study" *Proceedings of the 2004 USASBE Conference*, Dallas TX (Awarded Best Conceptual Paper).
- **McKenzie, B.** (2004) "Using Oral History Collection and Analysis to Understand Entrepreneurship" *38th Annual Meeting of the Oral History Association*, Portland OR.
- **McKenzie B.** (2003) "John Gillian: Riding the Surfwear Waves" *Session Proceedings - North American Case Research Association 2003 Annual Meeting*, Tampa FL.

c. Refereed Books, Chapters, Monographs

- **McKenzie, B.** (2009) "Listening to the Pioneers of Entrepreneurship Education" *Creating Entrepreneurs - Making Miracles Happen: A real world guide for developing entrepreneurship education programs and entrepreneurs, world-wide*, Singapore, World Scientific
- **McKenzie, B.** (2007) "Techniques in Collecting Verbal Histories" *Handbook of Qualitative Research Methods in Entrepreneurship*, Surrey UK, Edward Elgar
- **McKenzie, B.** (2004) "Understanding Entrepreneurship: Towards a Grounded Theory" *Frontiers of Entrepreneurship Research* 2004 p.582.
- **McKenzie, B.** (2002) "Understanding Entrepreneurship: A Definition and Model Based on Economic Activity and Self-identity" *Doctoral Dissertation, University of Victoria, Victoria, BC.*
- **McKenzie, B.** (1998) "Abduction Productions Ltd." *Youth Entrepreneurship Case Project, Acadia Institute of Case Studies, Wolfville, NS.*

d. Papers, Presentations, Lectures and Addresses

- **McKenzie, B.** (Invited Presentation) "Electronic Social Networks and Entrepreneurship" *University of Victoria Summer Entrepreneurship Program, Victoria, BC, July 17, 2010*
- **McKenzie, B.** (Organizer), West, J., Sebastiao, H., Sud, M. Krueger, N., Schulte, W.D. (Refereed Symposium) "Non-traditional Academics and Entrepreneurship Education" *Academy of Management 2007 Annual Meeting, Philadelphia, PA, August 4, 2007.*
- **McKenzie, B.,** Soares, Eric (Refereed Presentation) "A Model for Environmental Marketing" Paper presented at IABE-2007 Annual Conference Las Vegas, NV, October 15, 2007
- **McKenzie, B.,** Smothers, N. (Refereed Presentation) "Embedding Entrepreneurship Education in the MBA Curriculum: Report of an Experiment in California" *14th Annual EDINEB Conference, Vienna, Austria, June 22, 2007.*
- **McKenzie, B.,** Polat, B. (Refereed Presentation) "Two Approaches to the Development of an Ethics-based Curriculum in an American University" *13th Annual EDINEB Conference, Lisbon, Portugal, June 15 2006.*
- **McKenzie, B.** (Refereed Presentation) "Report of an Experiment in Reflective Teaching through the Development of a Constructivist Curriculum in Environmental Marketing" *Proceedings of the Marketing Educators Association 2006 Annual Conference, San Francisco, CA., April 29, 2006.*
- Barsellotti, D., Czepiec, H., Hopkins, P., Marvasti, F., Roxas, J., Vredenburg, D. Lee, C.S.K., **McKenzie, B.** (Special Session) "Echo Boomers in the Classroom: Triumphs and Tribulations of Teaching Marketing to Generation Y" *Marketing Educators Association 2006 Annual Conference, San Francisco, CA.*
- Wilhelm, W., Mottner, S., Olney, T.J., Bridges, C., **McKenzie, B.,** Soares, E. (Refereed Symposium) "From Tree-huger to Triple Bottom Line: Bringing Sustainability into the Marketing Curriculum" *Marketing Educators Association 2006 Annual Conference, San Francisco, CA. April 7, 2006.*
- **McKenzie, B.** and Lee, C.S.K. (Invited Lecture) "Changing Business Culture" Presentation to National Association of Women Business Owners, San Francisco, CA, April 7, 2006.
- D'Intino, R., **McKenzie, B.,** Matthews, C. (Special Symposium Session) "Remembering Professors Max S. Wortman and Justin G. Longnecker and Their Contributions to Entrepreneurship Scholarship, Teaching, Organizations and Ca-

reers" 2006 United States Association for Small Business and Entrepreneurship Meeting, Tucson, AZ.

- **McKenzie, B.**, chair, Alvarez, S., Ash, R., Bryant, T., Cardow, A., Gaglio, C. M., Hashimoto, M., Krueger, N. (Refereed Symposium) "A New Vision of Entrepreneurship: Traditional/Non-Traditional Views of the Entrepreneurial Domain" 2005 Academy of Management Meeting, Honolulu, HI.
- **McKenzie, B.**, Smothers, N. (Refereed Presentation) "Fluid Dynamic of Entrepreneurship" Proceedings of the 2005 Babson-Kauffman Entrepreneurship Research Conference, Wellesley, MA.
- **McKenzie, B.** (Professional Development Seminar) *Strategic Business Planning East Bay Small Business Development Center*, May 7, 2005.
- Kelly, J. J., George, R., **McKenzie, B.**, Dahlin, P. (RFP Response) Silicon Valley Small Business Development Center Sub Award *San Jose State University Foundation and Northern California Small Business Development Center Network* April 25, 2005.
- **McKenzie, B.**, Morse, E. (Refereed Symposium Presentation) Entrepreneurship Challenge 2005 USASBE Conference, Indian Wells CA, January 15, 2005.
- Tso, G. & **McKenzie, B.** (Instructional Video) Financing Your Small Business *Cal State East Bay SBDC*, December 21, 2004.
- **McKenzie, B.** (Refereed Presentation) "Understanding Entrepreneurship: Towards a Grounded Theory" Proceedings of the 2004 Babson-Kauffman Entrepreneurship Research Conference co-sponsored by the Hunter Centre for Entrepreneurship at Strathclyde, Glasgow, Scotland.
- **McKenzie, B.** (Invited Presentation) Entrepreneurs' Telling Stories *Hayward Rotary Club* December 13, 2004.
- **McKenzie, B.** (Invited Presentation) Entrepreneurs' Telling Stories *South Hayward Rotary Club* November 17, 2004.
- **McKenzie, B.** (Report) Appraisal of CJB Ventures Inc. July 1, 2004, Lethbridge, Alberta.
- **McKenzie, B.** (Invited Presentation) "Understanding Entrepreneurship – A Definition and Model Based on Economic Activity and the Pursuit of Self-identity" *CSU-Hayward Junior Faculty Research Panel Presentation*, May 14, 2004, Hayward CA.
- **McKenzie, B.** (Invited Presentation) "Understanding Entrepreneurship" *Wednesday Economic Research Seminars At CSU-Hayward*, October 29, 2003, Hayward CA.
- **McKenzie, B.** (Lecture) "Overview of Entrepreneurship" *Community Connections Program At CSU-Hayward* October 15, 2003, Hayward CA.
- **McKenzie, B.**; Steyaert, C.; McMullen J.; Corbett, A.; Ensley, M.; Pearce, C.; Brashier, J. (Chair, Paper Session) "Entrepreneurship Research" *Academy of Management 2003 Annual Meeting*, August 5, 2003, Seattle WA.
- **McKenzie, B.** (Invited Presentation) "Understanding Entrepreneurship": *Presentation to Faculty, College of Business and Economics, CSU Hayward*, February 6, 2003, Hayward, CA.
- **McKenzie, B.** (Invited Presentation) "Understanding Entrepreneurship": *Presentation to Faculty, College of Business Administration, Loyola Marymount University*, January 17, 2003, Los Angeles, CA.

- **McKenzie, B.**, Shaver, Kelly G.; Banks, McRae C., Betti, Gina (Presentation) "Utilizing Effective Networks in Entrepreneurship Education": *2002 Academy of Management Meeting*, August 10, 2002, Denver CO.
- **McKenzie, B.**; Morris, Michael; Shaver, Kelly & Byers Tom (Invited Presentation) "Innovations in the Entrepreneurship Curriculum": *2001 Annual AACSB Meeting* April 22, 2001, New York, NY.
- **McKenzie, B.**; Mitchell, R.K.; Morse, E.A. & Smith, B. (Invited Presentation) "A Review of National Undergraduate Program Innovations": *Second Annual USASBE/SBIDA Joint National Conference*, February 8, 2001, Orlando, FL.
- Janus, R. & **McKenzie, B.** (Invited Presentation) "CRD/UVIC Waste Diversion Collaboration": *Pacific Northwest International Section Air & Waste Management Association Annual Conference* November 8, 2000, Victoria, BC.
- **McKenzie, B.**; Mitchell, R. K.; Morse, E. A. & Smith J. B. (Invited Presentation) "Advances in The Portfolio Method of Teaching Entrepreneurship / Lessons We Have Learned: A Review of Past Innovations in Pedagogy Award Winners", *Academy of Management Annual Meeting*, Aug. 5, 2000, Toronto, ON.
- **McKenzie, B.** (Lecture) "Disintermediation: You Heard About It Here First": *YEA June Meeting*, June 6, 2000, Victoria, BC.
- **McKenzie, B.** (Review) "Review of Business Planning Software for Entrepreneurship Education": *Irwin McGraw-Hill*, January 2000.
- **McKenzie, B.** & Banks, M., (Paper) "E-ntrepreneurship Course": *Innovation in Entrepreneurship Pedagogy Submission*, December 2000.
- Mitchell, R.; Morse, E.; Smith, B.; Seawright, K. & **McKenzie, B.** (Paper) "Entrepreneurs: Born or Made? Characteristics v. Cognitive Theories of New Venture Creation": *The Canadian Council for Small Business and Entrepreneurship (CCSBE) 16th Annual Conference*, November 11-13, 1999, Banff, AB.
- **McKenzie, B.** (Article) "About That 80% Small Business Failure Rate": *WPI Venture Forum News*, October 1999, Worcester MA.
- **McKenzie, B.** & Hokinson, R. (Address) "New Directions for Entrepreneurship Education at WPI": *WPI Venture Forum Radio Program (WTAG)*, September, 1999, Worcester MA.
- Katz, J.; Mitchell, R.; Morse, E. & **McKenzie, B.** (Syposium) "Innovation and Internet Delivery of Expert Assistance Tools": *Entrepreneurship Division of the Academy of Management 1999 Annual Meeting*, August 1999, Chicago IL.
- **McKenzie, B.**; Mitchell, R.; Smith, B. & Morse, E. (Presentation) "The UVic Model of Entrepreneurship Education": *Entrepreneurship Division of the Academy of Management 1999 Annual Meeting*, August 1999, Chicago IL.
- Mitchell, R.; Kunkel, S. & **McKenzie, B.** (Symposium) "Workshop on Developing Entrepreneurship Portfolios": *Entrepreneurship Division of the Academy of Management 1999 Annual Meeting*, August 1999, Chicago IL.
- **McKenzie, B.** & Chrisman, J. (Presentation) "Is It Really Working? Measuring Effectiveness of Your Program": *Enterprise Edge '99 Conference*, May 7, 1999, Victoria BC.
- **McKenzie, B.** (Presentation) "Entrepreneurship as a Career Option": *Career Exploration '99*, March 22, 1999, Victoria, BC.
- **McKenzie, B.**; Mitchell, R. & Smith, B (Presentation) "The UVic Model of Entrepreneurship Education": *Prime Minister's Caucus Task Force on Youth Entrepreneurship*, February 23, 1999, Richmond, BC.
- **McKenzie, B.** (Lecture) "Entrepreneurship and Venture Financing": *B.C. Ad-*

vanced Systems Institute 1998/1999 Industry Speaker Series, January 19, 1999, Victoria, BC.

- **McKenzie, B.** & Mitchell, R.K. (Workshop) "Possible Standards for the Comparison of Business Ventures": *The 15th Annual Canadian Council for Small Business and Entrepreneurship Conference*, October 1998, Halifax NS.
- Gaglio, C.M., **McKenzie, B.**, Mitchell, R.K., Vesper, K.A. (Symposium) "The State of the Art in Entrepreneurship Education": *Entrepreneurship Division of the Academy of Management 1998 Annual Meeting*, August, 1998, San Diego, CA.
- **McKenzie B.** (Magazine Article) "Yachts Ahoy: Malaysia's Boat-building Industry": *Malaysia Industry* Vol 3, No 36: June 1996, CP Business Publishers Sdn Bhd, Kuala Lumpur Malaysia.
- **McKenzie B.** (Magazine Article) "CEO's Success Strategies": *Malaysia Industry* Vol 3, No 36: June 1996, CP Business Publishers Sdn Bhd, Kuala Lumpur Malaysia.
- **McKenzie B.** (Magazine Article) "Dunia Remaja Victoria": *Generasi Kedua* Vol 1, No 1: December 1996, Berita Publishing Sdn Bhd. Kuala Lumpur Malaysia.
- **McKenzie B.** (Magazine Series) "Independent Shipwright": *West Coast Boat Journal* January 1992 – May 1995 inclusive, BB Publications Ltd. Sidney, BC.

e. Professional Activities

- Reviewer, 2009, Small Business Economics: An Entrepreneurial Journal, April 12, 2010
- Attendee, *Silicon Valley P-Camp*, Yahoo Campus, Sunnyvale, CA, March 13, 2010
- Reviewer, *2008 Academic Business World International Conference*, April 17, 2008
- Reviewer, *Journal of Management Studies*, September 18, 2007
- Reviewer, North American Case Research Association, June 28, 2007
- Moderator, Responsible Marketing Panel, Cal State East Bay SBDC 2007 Economic Summit, June 11, 2007
- Reviewer, Academy of Management, Entrepreneurship Division, January 31, 2007.
- Reviewer, Academy of Management, Business Policy and Strategy Division January 28, 2007.
- Reviewer, Academy of Management, Critical Management Studies Division, January 20, 2007.
- Reviewer, United States Association for Small Business and Entrepreneurship, September 21, 2006.
- Reviewer, *Journal of Small Business Strategy*, September 4, 2006.
- Reviewer, North American Case Research Association, June 28, 2006.
- Participant, Fondazione IRI Summer School in Management Studies: Individual and Corporate Entrepreneurship in High-Tech Industries, International School for Advanced Education, Volterra, Italy, June 11-16, 2006.
- Moderator, Financing Your Small Business, Cal State East Bay SBDC, May 4, 2006.
- Moderator, Contracting with Universities, Cal State East Bay SBDC, May 3, 2006.
- Moderator, State of the Bay Area Economy, Cal State East Bay SBDC 2006 Economic Summit, May 1, 2006.

- Moderator, Clif Bar & Co.: Green Business is Good Business, Cal State East Bay SBDC 2006 Economic Summit, May 1, 2006.
- Judge, American Dream Community Contest, Intuit QuickBooks, April 12, 2006.
- Judge, BUILD Oakland Technical High School Showcase, February 9, 2006.
- Reviewer, Entrepreneurship Division, 2006 Academy of Management Annual Meeting, February 18, 2006.
- Participant, Entrepreneurship Division of the Academy of Management Mid-winter Meeting, February 10-12, 2006.
- Moderator, Contracting with Universities Workshop, Cal State East Bay SBDC, November 14, 2005.
- Reviewer, Journal Small Business Economics, October 11, 2005.
- Reviewer, United States Association for Small Business and Entrepreneurship, September 21, 2005.
- Reviewer, Journal of Small Business Strategy, September 18, 2005.
- Peer Review, Dr. Van Su Ha's Thesis: "Strategies for Promoting the Export of Vietnam's Goods to the U.S. Market", September 16, 2005
- Participant 2005 Academy of Management Consulting Skills Professional Development Workshop, August 5, 2005
- Participant, 2004-2005 Teacher-Scholar Program, California State University, East Bay
- Moderator, Supplier Diversity Panel Presentation, 2005 East Bay Economic Summit, May 2, 2005
- Moderator, Entrepreneurship Forum, 2005 East Bay Economic Summit, May 2, 2005
- Participant, Northern California SBDC Strategic Planning Workshop, March 14, 2005
- Reviewer, BPS Division, 2005 Academy of Management Annual Meeting, February, 2005
- Member, Cal State East Bay SBDC Director Search Committee, December 14-22, 2004
- Reviewer, Entrepreneurship Theory and Practice, September 15, 2004
- Reviewer, North American Case Research Association, July 28, 2004
- Reviewer, Entrepreneurship Theory and Practice, June 26, 2004
- Participant, National Entrepreneurship and Small Business Educators Conference, Clearwater, FL, Feb 12-14, 2004
- Reviewer, Entrepreneurship Division, 2004 Academy of Management Annual Meeting, January 12, 2004
- Reviewer, BPS Division, 2004 Academy of Management Annual Meeting, January 22, 2004
- Reviewer, Organization Studies, October 20, 2003,
- Reviewer, North American Case Research Association, July 4, 2003
- Reviewer, Academy of Management Learning and Education, June 2, 2003
- Reviewer, BPS Division, 2003 Academy of Management Annual Meeting, February 3, 2003
- Reviewer, Entrepreneurship Division, 2003 Academy of Management Annual Meeting, February 3, 2003
- Participant, 2002 Victoria Conference on Information Processing and Entrepreneurial Cognition, University of Victoria, July 17 – 19, 2003

- Participant, Doctoral Consortium, 2002 The Babson Kauffman Entrepreneurship Research Conference, University of Colorado – Boulder, June 5th - 8th 2002
- Participant, Winspear Research Seminar, University of Victoria, May 25, 2000.
- Moderator, E-commerce and Supply Chain Management Panel Discussion, Graduate Management Students Organisation, Worcester Polytechnic Institute, April 29, 2000.
- Reviewer, Entrepreneurship Division, Academy of Management, March 2000.
- Participant, Entrepreneurship Division of the Academy of Management Mid-winter Meeting, San Antonio, TX, Feb 19, 2000.
- Participant, USASBE Conference Winspear Research Seminar, San Antonio TX, Feb 20, 2000.
- Associate Editor, Entrepreneurship Division Newsletter (quarterly), Academy of Management, August 1997 to 2000.
- Reviewer, Irwin/McGraw Hill Business Planning Software, Burr Ridge, IL, December 31, 1999
- Participant, Doctoral Consortium, Academy of Management Entrepreneurship Division, Chicago IL , August 6 – 8, 1999.
- Co-host, Enterprise Edge '99 National Youth Entrepreneurship Conference, Victoria, B.C., May 1999.
- Reviewer, Entrepreneurship Division, Academy of Management March 1999.
- Designer, Second Season Entrepreneurship Curriculum – Jan.-Feb. 1999.
- Participant, Doctoral Consortium, Academy of Management Entrepreneurship Division, San Diego, CA, August 7 – 12, 1998.
- Co-designer, YEE Program curriculum November 1996 – January 1997.
- Co-designer, Redesign of the University of Victoria Faculty of Business Undergraduate Program in Entrepreneurship, January – May 1997.

TEACHING DUTIES

a. Courses Taught – California State University, East Bay

<i>Year</i>	<i>Course</i>	<i>Topic</i>	<i>Contact Hours</i>	<i>No. of Students</i>	<i>Rating (1-4)</i>
2012	ENTR 6480 FSS	Introduction to Entrepreneurship	40	29	
2012	ENTR 4485 F01	Establishing New Ventures	40	51	
2012	ENTR 2485 F01	Establishing and Managing a Small Business	40	55	
2012	MKTG 3440 F01	Products and Pricing	40	50	
2012	ENTR 4490 S01	Practicum in Small Bus Mgmt	40	47	1.28
2012	MKTG 4400 S01	Integrated Marketing Management	40	48	1.33
2012	ENTR 6480 SSS	Introduction to Entrepreneurship	40	31	2.00
2012	MKTG 4400 W01	Integrated Marketing Management	40	50	1.21
2012	ENTR 4485 W01	Establishing New Ventures	40	51	1.38

2012	ENTR 6800 W01	Entrepreneurship Practicum	40	25	1.33
2011	MKTG 4400 F01	Integrated Marketing Management	40	50	1.08
2011	MKTG 3440 F 01	Products and Pricing	40	48	1.50
2011	ENTR 2485 F01	Establishing and Managing a Small Business	40	52	1.27
2011	ENTR 6480 S01	Introduction to Entrepreneurship	40	40	1.23
2011	ENTR 4485 W01	Establishing New Ventures	40	66	1.19
2011	ENTR 6800 W01	Entrepreneurship Practicum	40	35	1.21
2010	MKTG 3440 F 01	Products and Pricing	40	51	1.26
2010	ENTR 2485 F 01	Establishing and Managing a Small Business	40	40	1.50
2009	ENTR 4485 F01	Establishing New Ventures	40	53	1.08
2009	MGMT 4650 F03	Seminar in Strategic Business Management	40	38	1.14
2009	MKTG 3401 F01	Marketing Principles	40	64	1.24
2009	ENTR 6490 S01	Entrepreneurship Practicum	45	23	1.27
2009	ENTR 4490 S01	Practicum in Small Bus Mgmt	40	56	n/a
2009	ENTR 6490 W01	Entrepreneurship Practicum	45	20	1.43
2009	ENTR 6485 W01	New Venture & E-Business Plans	40	23	1.28
2008	ENTR 4485 F01	Establishing New Ventures	40	56	1.16
2008	ENTR 2485 F01	Establishing and Managing a Small Business	40	38	1.11
2008	ENTR 6480 F01	Introduction to Entrepreneurship	40	12	1.00
2008	MKTG 6420 S01	Seminar in Marketing Strategy	40	9	1.50
2008	ENTR 6490 S01	Entrepreneurship Practicum	45	16	1.13
2008	ENTR 6485 W01	New Venture & E-Business Plans	40	7	1.8
2008	ENTR 6490 W01	Entrepreneurship Practicum	45	12	1.33
2007	MKTG 6005 F01	Graduate Marketing Management	40	32	n/a

2007	ENTR 6480 F01	Introduction to Entrepreneurship	40	9	n/a
2007	ENTR 6490 F01	Entrepreneurship Practicum	45	13	n/a
2007	ENTR 6490 S30	Entrepreneurship Practicum	45	23	1.43
2007	MGMT 6490 W31	Seminar in Strategic Management	45	16	1.53
2007	ENTR 6490 W30	Entrepreneurship Practicum	45	16	1.21
2006	ENTR 6490 F30	Entrepreneurship Practicum	45	12	1.10
2006	ENTR 4485 F30	Establishing New Ventures	30	40	1.18
2006	ENTR 6490 S30	Entrepreneurship Practicum	45	27	1.09
2006	MKTG 3435 S01	Environmental Marketing	30	35	1.33
2006	ENTR 2485 W30	Establishing and Managing a Small Business	30	40	1.28
2005	ENTR 4485 F30	Establishing New Ventures	30	44	1.00
2005	ENTR 6490 S30	Entrepreneurship Practicum	45	30	1.04
2005	MKTG 3435 S01	Environmental Marketing	30	41	1.03
2005	ENTR 2485 W01	Establishing and Managing a Small Business	30	33	1.21
2005	MKTG 3401 W02	Marketing Principles	30	60	1.08
2005	MKTG 3401 W30	Marketing Principles	30	60	1.40
2004	ENTR 4485 F30	Establishing New Ventures	30	57	1.21
2004	MKTG 3401 F30	Marketing Principles	30	66	1.08
2004	MKTG 4400 F01	Integrated Marketing Management	30	34	1.38
2004	MKTG 6490 S30	Graduate Practicum in Small Business Management	30	20	1.00
2004	MKTG 3435 S01	Environmental Marketing	30	33	1.23
2004	MKTG 4400 S01	Integrated Marketing Management	30	27	1.13
2004	MKTG 2485 W30	Establishing and Managing a Small Business	30	19	1.33
2004	MKTG 3401 W30	Marketing Principles	30	63	1.13

2004	MKTG 3401 W02	Marketing Principles	30	72	1.33
2003	MKTG 4400 F30	Integrated Marketing Management	30	23	1.19
2003	MKTG 4485 F30	Establishing New Ventures	30	48	1.16

b. Courses Taught - University of Victoria

<i>Year</i>	<i>Course</i>	<i>Topic</i>	<i>Contact Hours</i>	<i>No. of Students</i>	<i>Rating (5-1)</i>
2002	MBA 595	Entrepreneurship	39	28	4.22
2001	Ent. 413	Portfolio Seminar	39	33	4.61
2000	Com. 390	Canadian Business Environment	39	71	3.86
2000	Com. 205	Career Skills And Management	39	185	4.46
2000	Ent. 414	Post-Launch Venture Issues	39	39	4.13
2000	Ent. 413	Portfolio Seminar	39	43	4.18
1999	Ent. 414	Post-Launch Venture Issues	39	30	4.29
1999	Ent. 413	Portfolio Seminar	39	65	4.10
1999	Com. 205	Career Skills And Management	39	212	3.88
1998	Ent 413	Portfolio Seminar	39	46	4.08
1997	Com. 409	Developing Entrepreneurial Ventures & The Business Plan	39	4	n/a
1997	Com. 409	Start-Up Issues	39	7	n/a

c. Courses Taught – Worcester Polytechnic Institute

<i>Year</i>	<i>Course</i>	<i>Topic</i>	<i>Contact Hours</i>	<i>No. of Students</i>	<i>Rating (5-1)</i>
2001	MG 592	New Venture Management And Entrepreneurship	42	16	n/a
2000	ID 1050	Introduction To Entrepreneurship	28	19	4.61
2000	MG 512	Creating And Implementing Strategy For Technological Organizations	56	30	4.50
1999	MG 3960	Small Business Management	28	23	4.66
1999	MG 592	New Venture Management And Entrepreneurship	42	8	4.64
1999	MG 512	Creating And Implementing Strategy For Technological Organisations	56	8	4.73

d. Other Courses Taught

<i>Year</i>	<i>Course</i>	<i>Topic</i>	<i>Contact Hours</i>	<i>No. of Students</i>
2003	BMBA 290	Saanich Aviation Program Small Business Management	32.5	20
1999	Accounting	Sea to SEA Program	40	18

<i>Year</i>	<i>Course</i>	<i>Topic</i>	<i>Contact Hours</i>	<i>No. of Students</i>
		Bookkeeping For New Ventures		
1999	Venturing	<i>Second Season Program</i> How To Start And Operate Your Own Business	40	20
1998	BMBA 250	<i>UVic Continuing Studies</i> Strategy	30	21
1997	BMBA 290	<i>UVic Continuing Studies</i> Small Business Management	39	18
1997	Venturing	<i>UVic Continuing Studies</i> Entrepreneurship	39	18
1997	Venturing	<i>YEE Program</i> How To Start And Operate Your Own Business	40	35
1997	Entrepreneurship	<i>Camosun College</i> How to Start a Small Business	29.5	20

ADMINISTRATIVE ACTIVITIES

- Chapter President, California Faculty Association 2010-2011
- Chair, Department of Marketing and Entrepreneurship RTP Committee, 2010-2012
- Member, Committee to Review Dean and Associate Dean of College of Business and Economics 2010-2011
- Member, Committee to Review VP University Advancement, California State University, East Bay 2010-2011
- Member, Committee to Review AVP Student Affairs, California State University, East Bay 2010-2011
- College of Business and Economics Representative, California Faculty Association 2009-2010
- Member, Department of Marketing and Entrepreneurship Faculty Search Committee 2007-2009
- Member, California State University East Bay Committee on Research 2006-2008
- Chapter Vice-President, California Faculty Association 2007-2008
- College of Business and Economics Representative, California Faculty Association 2006-2007
- Member, California State University East Bay Committee on Research 2006-2008
- Liaison, California State University East Bay Small Business Development Center 2005-2006
- Member, CBE Department Lecturer Review Committee 2004-2006
- Executive Committee Member, California State University, East Bay Small Business Development Center 2004-2006
- Faculty Advisory Committee Member, Pioneer Bookstore California State University, East Bay 2004-2008
- Member, Cal State East Bay Lifelong Understanding Sub-committee 2003-2005
- Director, Center for Entrepreneurship California State University, East Bay 2003-2009
- Chair, Ad Hoc Committee for an Oral History of USASBE, United States Association for Small Business and Entrepreneurship 2003-2006
- Chair, Non-traditional Academics Committee, Academy of Management,

Entrepreneurship Division 2003-2007

- Member-at-Large Student Affairs Committee, California State University – Hayward, 2003-2005
- System Administrator, Blackboard CourseInfo Pilot Project, University of Victoria, May 1 – Aug 31, 2000.
- Co-Chair Enterprise Edge 99 Conference, University of Victoria May 6-8 1999.
- Program Co-ordinator, Community Fisheries Development Centre "Sea to SEA" Entrepreneurship Training Program University of Victoria, May 1999.
- Program Co-ordinator, Community Fisheries Development Centre "Second Season" Entrepreneurship Training Program University of Victoria, January 1999.
- Co-ordinator, Entrepreneurship Educators Workshop, University of Victoria, August 1998.
- Initiatives Director, International Centre for Venturing Expertise January 1997 to 2001.
- Co-ordinator, Canadian Youth Business Foundation Greater Victoria Area, September 1997 to September 1999.
- Consultant, Collaborative for Entrepreneurship & Innovation, Worcester Polytechnic Institute, September 1999 to April 2000.
- Co-ordinator, Entrepreneurship Educators Workshop, University of Victoria, August 1997.
- Co-ordinator, Bachelor of Commerce Summer Entrepreneurship Program, University of Victoria, May to September 1997.
- Co-ordinator Youth Environmental Entrepreneurship Program, University of Victoria, January to May, 1997.
- Mentor Youth Environmental Entrepreneurship Program Student Business Start-ups: Innovation & Development Centre, University of Victoria 1997.

OTHER INFORMATION

- Member, Capital City Yacht Club
- Past SBDC Consultant
- Past Director: Junior Achievement & Student Entrepreneurs Program In Partnership
- Past Patron Saanich Peninsula Arts Council
- Past Director: Maritime Museum of British Columbia
- Past Administrator: British Columbia Vintage Vessel Registry